



Pherona

www.kingsmoving.com

Monthly Online Marketing Report - April, 2019

Highlights: Total traffic improved 13% over the previous period. Organic search traffic improved by 41% this period over last period. We double our unique conversions this period over last with 43. Our paid campaign yielded 20 conversions this period. This is a 20% conversion rate.

Traffic

Total traffic is up 13% over the previous period. Organic search traffic improved 41% over last period.



Important Keyword Ranks

We continue to make gains in ranks for important key phrases. As we build authority to **kingsmoving.com** we'll continue to see gains in ranks and traffic in the coming months.

Top 10 Gainers vs Previous Week

Name	Current Rank	Moved Up
apartment movers tampa	88	+13
moving companies clearwater	77	+2

[kingsmoving.com](#)
 UNITED STATES - ENGLISH KING PRO MOVERS TAMPA, FL ADDED FEBRUARY 2, 2019 BUSINESS TAMPA, FL ADD TAGS

Ranks Report for **Apr 14, 2019** +/- Since **First Added** Filter keywords

Keyword	Google +/-	Yahoo +/-	Bing +/-
commercial movers tampa	19 -3	34 0	34 -19
condo movers tampa	22 +79	4 0	2 +2
tampa bay moving and storage	24 +17	28 -9	25 +76
commercial movers clearwater	25 +76	- 0	- 0
reliable movers clearwater fl	25 +76	71 +30	71 +30
long distance movers clearwater fl	28 +73	- 0	- 0
same day movers tampa	35 -12	- 0	- 0
local movers tampa	36 -1	43 +58	43 +58
commercial movers st petersburg	41 +60	- 0	- 0
office movers clearwater	41 +21	- -56	- 0

	<input type="checkbox"/> moving companies tampa	42 +3	- 0	- -47
	<input type="checkbox"/> local movers clearwater	46 +55	47 +54	47 +54
	<input type="checkbox"/> tampa professional movers	50 +9	101 0	101 0
	<input type="checkbox"/> office movers tampa	54 +6	- 0	- 0
	<input type="checkbox"/> office movers st pete	55 -1	- 0	- -75
	<input type="checkbox"/> small movers st petersburg fl	56 +45	- 0	- 0
	<input type="checkbox"/> local movers st pete	68 +33	- 0	- 0
	<input type="checkbox"/> moving companies clearwater	77 +24	- 0	- 0
	<input type="checkbox"/> residential movers tampa	83 +18	4 0	4 +97
	<input type="checkbox"/> movers clearwater	87 +14	67 +34	67 +34
	<input type="checkbox"/> apartment movers clearwater	88 +13	20 +57	26 +43
	<input type="checkbox"/> apartment movers tampa	88 +13	92 +9	92 +9
	<input type="checkbox"/> residential movers clearwater, fl	92 +3	5 +15	9 +17
	<input type="checkbox"/> residential movers st pete	96 +5	101 -92	64 +37






Total Conversions

We had 43 unique conversions this period. We had 26 first time callers and 17 form submissions. Our paid campaign yielded 20 conversions for the period.

Mar 16, 2019 to Apr 15, 2019				Export
Source (First Interaction)	Total Calls	First Time Callers	Average Duration	
	33 (100%)	26 (100%)	3m 15s	
Organic Search	20 (60.6%)	14 (53.8%)	2m 36s	
Google Paid	9 (27.3%)	8 (30.8%)	4m 50s	
Ad Extension	3 (9.1%)	3 (11.5%)	1m 30s	
Chat Leads	1 (3.0%)	1 (3.8%)	7m 29s	

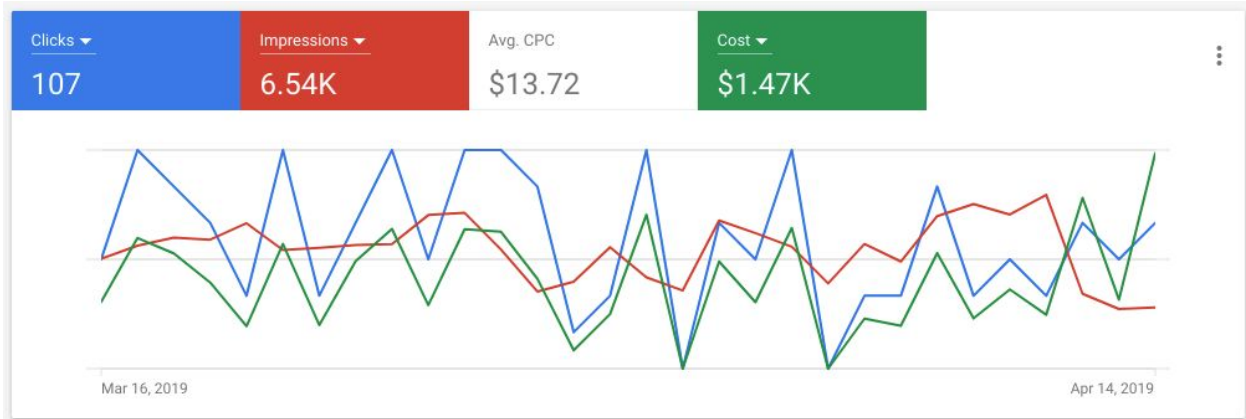
Mar 16, 2019 to Apr 15, 2019

Export 

Source (First Interaction)	Total Forms	First Time Forms
	21 (100%)	17 (100%)
 Google Paid	13 (61.9%)	9 (52.9%)
 Google Organic	4 (19.0%)	4 (23.5%)
 Direct	2 (9.5%)	2 (11.8%)
 akama.com	1 (4.8%)	1 (5.9%)
 Bing Organic	1 (4.8%)	1 (5.9%)

Paid Search Campaign

Our paid campaign yielded 107 clicks, 6,540 impressions, with an average cpc of \$13.72. Our total ad spend for the month was \$1,470.



Campaign Performance

Our “Movers- Tampa” campaign yielded 103 clicks, \$1,430 ad spend,, with a CTR of 1.73%.

Biggest changes				Campaigns			
Last 30 days compared to the prior 30 days							
			Clicks	Cost	Clicks	CTR	
● [Movers - Tampa]			+5 +5.10%	\$1,429.56	103	1.73%	
● Companies			-1 -20.00%	\$38.19	4	0.68%	
ALL CAMPAIGNS >				ALL CAMPAIGNS >			

Keywords and Search Term Report

We'll continue to monitor our search queries to ensure we eliminate irrelevant searches and wasted spend.

Keywords

	Cost	Clicks	CTR
+movers +tampa	\$818.67	57	1.75%
"movers tampa"	\$352.03	27	2.10%
[movers tampa]	\$258.86	19	1.36%
[tampa moving companies]	\$28.26	3	0.98%
[moving companies]	\$9.93	1	0.35%

[ALL KEYWORDS >](#)

Searches

Sort by: Impressions

SEARCHES

- tampa movers
- movers tampa
- movers
- moving companies tampa
- affordable movers tampa
- best price movers tampa
- moving companies
- movers in tampa
- bull moving tampa
- best movers in tampa
- moving company
- tampa moving company
- apartment movers tampa
- tampa moving
- first class moving tampa
- local movers tampa

WORDS

[ALL SEARCHES >](#) Page 1 of 10

Most Shown Ad

Our most shown ad this period received 5,948 impressions, with 103 clicks, and CTR of 1.73%.

Most-shown ads

Ad group: Movers

Professional Movers Tampa | Free Estimates Available | Residential & Commercial

www.kingsmoving.com/movers/tampa


Since 1984 we have helped people like you relocate safely and affordably. King Movers provides Tampa with fast and professional moving services for nearly

Ad	Impressions	Clicks	CTR
Enabled	5,948	103	1.73%

[ALL ADS >](#) < 1 of 2 >

Landing pages

<https://www.kingsmoving.com>



Clicks	Mobile sp...	Conv. rate	Avg. CPC
91	—	8.79%	\$13.38

[ALL LANDING PAGES >](#)

Competition Analysis [Auction Insights]

Our impression share this period is at 42%. This means our ads are showing up 42% of the time they are eligible for. We can improve our impression share by increasing our budget.

